



# 2014 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

## SOUTH TEXAS PLAINS REGION

MSAs:

Laredo

McAllen-Edinburg-Pharr

San Antonio



## Year-End 2014 Texas Tourism Regions and MSA Profile

### **SOUTH TEXAS PLAINS REGION**



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## Objectives of this report...

The objective of this report is to provide comprehensive and reliable travel information for each of Texas' seven Tourism Regions and individual Metropolitan Statistical Areas (MSAs) within each Tourism Region. An MSA is a geographical region defined by the U.S. Office of Management and Budget (OMB) as one or more counties having a large central population area and being related to the central population area by economic, geographic, and other factors. Not every Texas county is in an MSA.

### *How to read this report*

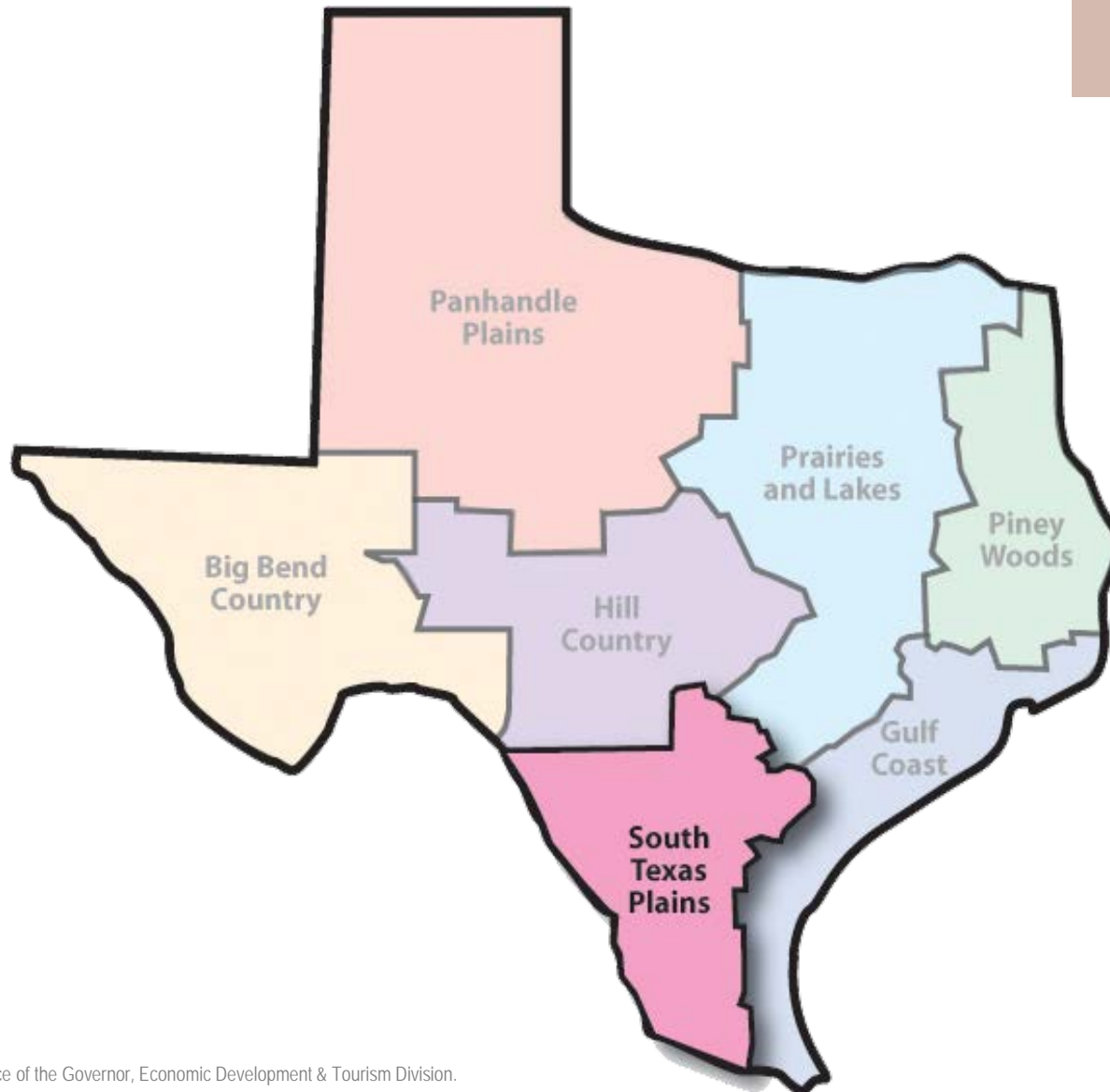
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

The data are made available by D.K. Shifflet and Associates, Ltd, through its *DIRECTIONS* syndicated traveler tracking system. It provides an accurate representation of domestic travel patterns to Texas' Tourism Regions and MSAs.

## Data

### South Texas Plains Tourism Region Profile

## South Texas Plains Tourism Region



# South Texas Plains Region Executive Summary

## Highlights of Visitors to the South Texas Plains Region

- Texans generated 71% of Person-Days to the South Texas Plains Region; Non-Texans 29%
- Top 3 Texan origin DMAs (Houston, Harlingen-Weslaco-Brownsville-McAllen, Dallas-Fort Worth); Non-Texan DMAs (Monroe, LA-El Dorado, AR, St. Louis, MO, Oklahoma City, OK)
- Leisure travel represented 79.3% of Person-Days to the South Texas Plains Region; Vacation 32.4% and Non-Vacation 46.9%
- Business travel represented 20.7% of Person-Days to the South Texas Plains Region; Meetings 6.1% and Transient 14.6%
- Activity categories participated: Attractions 21.5%, Culture 29.3%, Family/Life Events 38.7%, Libation/Culinary 21.8%, Nature 12.5%, Outdoor Sports 8.6%, General 41.7%
- Average Party Size (Adults and Children) 1.95 persons
- Average Length of Stay was 2.26 days (overnight and days); 2.75 nights (overnight only).
- 86.4% traveled by Auto; 12.5% by Air
- Average distance traveled 399 miles
- Accommodation Type: Paid 59.1%; Non-Paid 37.9%; Other Overnight 3.0%
- Average Per Person Per Day Spending \$132.50
- Average Age 44.6 years
- Average Household Income \$84,588
- Employment: Employed 64.5%, Retired 15.6%, Not Employed 20%
- Marital Status: Married 68.5%, Never Married 19.8%, Divorced/Widowed 11.7%
- Children in Household: Yes 45.9% No 54.1%

# South Texas Plains Region Executive Summary

## Volume/Share

The South Texas Plains Tourism Region contains the following MSAs:  
Laredo, McAllen-Edinburg-Pharr, San Antonio

The number of Person-Stays to the South Texas Plains Region was estimated at 38.72 million in 2014, and the volume of Person-Days was estimated at 87.46 million.

The South Texas Plains Region's share of total Person-Days to Texas ranked 3 out of the 7 Texas Tourism Regions.

### South Texas Plains Volume (millions)

Person-Days	Total	Leisure	Business
2014	87.46	69.97	17.50
2013	84.57	67.44	17.13
2012	79.58	62.95	16.62
Person-Stays	Total	Leisure	Business
2014	38.72	30.32	8.41
2013	37.16	29.17	7.99
2012	34.05	26.84	7.21

### South Texas Plains Share of Texas Travel

Person-Days	Total	Leisure	Business
2014	16.8%	18.4%	12.4%
2013	18.1%	19.9%	13.7%
2012	16.7%	19.2%	12.5%



## South Texas Plains Tourism Region

REGION TEXAS			REGION TEXAS		
Top Origin DMAs (Person-Days)			Top Origin DMAs (Person-Days)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)	70.8%	64.2%	Total Non-Texans (Interstate)	29.2%	35.8%
Houston	17.3%	15.1%	Monroe, LA-El Dorado, AR	2.3%	0.6%
Harlingen-Weslaco-Brownsville-McAllen	12.2%	4.5%	St. Louis, MO	1.6%	0.6%
Dallas-Fort Worth	11.6%	14.7%	Oklahoma City, OK	1.6%	2.0%
San Antonio	9.4%	7.4%	New York, NY	1.2%	1.7%
Austin	5.6%	6.4%	Los Angeles, CA	1.0%	1.7%
Corpus Christi	3.1%	2.0%	Columbus-Tupelo-West Point, MS	0.9%	0.3%
Laredo	2.6%	0.7%	Phoenix, AZ	0.9%	0.9%
Waco-Temple-Bryan	2.1%	3.1%	Milwaukee, WI	0.9%	0.3%

## South Texas Plains Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>79.3%</b>	<b>Total Business</b>	<b>20.7%</b>
<b>Vacation</b>	<b>32.4%</b>	<b>Meetings</b>	<b>6.1%</b>
Getaway Weekend-Overnight	15.8%	Convention	2.7%
General Vacation-Overnight	14.6%	Seminar/Training	1.9%
Day Trip Vacation/Getaway	2%	Other Group Meetings	1.5%
<b>Non-Vacation</b>	<b>46.9%</b>	<b>Transient</b>	<b>14.6%</b>
See Friend/Relative	30.0%	Client Service	3.0%
Special Event	8.1%	Inspect Audit	2.2%
Medical/Health Care	1.7%	Construction/Repair	1.8%
Convention/Show/Conference	1.1%	Sales/Purchasing	1.3%
Seminar, Class, Training (Personal)	0.4%	Government/Military	0.9%
Other Personal	5.6%	Other Business	5.2%

## South Texas Plains Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	21.5%	Nature (Net)	12.5%
Nightlife (bar, nightclub, etc.)	8.2%	Parks (national/state, etc)	6.9%
Zoo/Aquarium	5.9%	Beach/Waterfront	4.9%
Theme/Amusement/Water Park	5.3%	Wildlife Viewing (birds, whales etc.)	1.5%
Culture (Net)	29.3%	Outdoor Sports (Net)	8.6%
Historic Sites	13.6%	Hiking	1.9%
Touring/Sightseeing	10.9%	Fishing	1.8%
Movies	7.9%	Biking	1.7%
Family/Life Events (Net)	38.7%	General (Net)	41.7%
Visit Friends/Relatives (general visit)	26.2%	Shopping	25.5%
Personal Special Event (Anniversary, Birthday)	6.8%	Business	12.3%
Funeral/Memorial	3.9%	Medical/Health/Doctor Visit	3.9%
Libation/Culinary (Net)	21.8%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	20.8%	Avg. Party Size (Adults and Children)	1.95 persons
Winery/Distillery/Brewery Tours	1.8%	One Male Only	25.0%
		One Female Only	22.9%
		One Male and One Female	23.9%
		Two Male and Two Females	6.5%
		Three or More Adults	5.1%
		Adults with Children	16.6%

## South Texas Plains Tourism Region

REGION			REGION		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
<b>Average Length (Incl. Days)</b>	<b>2.26</b>	<b>days</b>	<b>Paid Accommodations</b>		<b>59.1%</b>
<b>Average Length (Overnight Only)</b>	<b>2.75</b>	<b>nights</b>	Hotel/Motel		51.5%
	Day –Trips	45.2%		High-End	17.3%
	1-3 Nights	44.4%		Mid-Level	22.2%
	4-7 Nights	7.2%		Economy	9.4%
	8+ Nights	3.2%	Other Hotel/Motel		2.6%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel		7.6%
	<b>Air</b>	<b>12.5%</b>	<b>Non-Paid Accommodations</b>		<b>37.9%</b>
	<b>Auto Travel (Net)</b>	<b>86.4%</b>	<b>Other Overnight</b>		<b>3.0%</b>
	<b>Other Transportation (Net)</b>	<b>1.1%</b>			
	Bus	0.8%			
	Train	0.3%			
	Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>					
<b>Average Distance Traveled</b>	<b>399</b>	<b>miles</b>			
	250 Miles or Less	60.6%			
	251-500 Miles	15.3%			
	500-1000 Miles	10.5%			
	1001 Miles or More	13.6%			

## South Texas Plains Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>32.4%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$132.50</b>
Transportation - Excluding Airfare	24.0%	<b>Transportation - Total</b>	<b>\$43.00</b>
Transportation - Airfare	8.4%	Transportation - Excluding Airfare	\$31.80
Transportation - Rental Car	4.2%	Transportation - Airfare	\$77.80
Transportation - Other	19.8%	Transportation - Rental Car	\$45.10
<b>Food</b>	<b>23.4%</b>	Transportation - Other	\$26.20
<b>Lodging - Total</b>	<b>15.8%</b>	<b>Food</b>	<b>\$30.90</b>
Lodging - Room	14.6%	<b>Lodging - Total</b>	<b>\$41.60</b>
Lodging - Services	1.3%	Lodging - Room	\$41.50
<b>Shopping</b>	<b>15.6%</b>	Lodging - Services	\$5.50
<b>Entertainment</b>	<b>9.9%</b>	<b>Shopping</b>	<b>\$20.70</b>
<b>Miscellaneous</b>	<b>2.8%</b>	<b>Entertainment</b>	<b>\$13.20</b>
		<b>Miscellaneous</b>	<b>\$3.70</b>

## South Texas Plains Tourism Region

REGION			REGION	
Demographic Profile (Person-Days)				
Average Age		44.6	Employment	
	18-34 Years	31.8%	Employed	64.5%
	35-49 Years	30.4%	Retired	15.6%
	50-64 Years	22.1%	Not Employed	20.0%
	65+ Years	15.7%		
Marital Status				
Average HH Income (in \$1,000)		\$84,588	Married	68.5%
	Under \$25,000	11.5%	Never Married	19.8%
	\$25,000-\$49,999	23.5%	Divorced/Widowed	11.7%
	\$50,000-\$74,999	19.5%		
	\$75,000-\$99,999	18.1%	Children in Household	
	\$100,000-\$149,999	15.8%	Yes	45.9%
	\$150,000+	11.5%	No	54.1%

## **Laredo, TX MSA**

# Laredo, TX MSA Executive Summary

## Highlights of Visitors to the Laredo MSA

- Texans generated 83.6% of Person-Days to the Laredo, TX MSA; Non-Texans 16.4%
- Top 3 Texan origin DMAs (San Antonio, Houston, Harlingen-Weslaco-Brownsville-McAllen); Non-Texan DMAs (St. Louis, MO, Harrisburg-Lancaster-Lebanon-York, PA, Seattle-Tacoma, WA)
- Leisure travel represented 61.6% of Person-Days to the Laredo, TX MSA; Vacation 5.6% and Non-Vacation 56%
- Business travel represented 38.4% of Person-Days to the Laredo, TX MSA; Meetings 3.9% and Transient 34.5%
- Activity categories participated: Attractions 8.6%, Culture 10.2%, Family/Life Events 43.2%, Libation/Culinary 14.8%, Nature 0.7%, Outdoor Sports 5.9%, General 49.6%
- Average Party Size (Adults and Children) 1.62 persons
- Average Length of Stay was 1.28 days (overnight and days); 1.96 nights (overnight only).
- 96.3% traveled by Auto; 3.7% by Air
- Average distance traveled 321 miles
- Accommodation Type: Paid 38.2%; Non-Paid 61.8%; Other Overnight 0%
- Average Per Person Per Day Spending \$128.20
- Average Age 48.2 years
- Average Household Income \$67,967
- Employment: Employed 81%, Retired 14.7%, Not Employed 4.3%
- Marital Status: Married 57.7%, Never Married 24%, Divorced/Widowed 18.2%
- Children in Household: Yes 31.2%, No 68.8%

Laredo MSA Small Sample – Use with caution



# Laredo, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the Laredo MSA was estimated at 1.29 million in 2014, and the volume of Person-Days was estimated at 2.55 million.

The Laredo MSA's share of total Person-Days to Texas ranked 22 out of 26 Texas MSAs.

### Laredo, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2014	2.55	1.46	1.09
2013	2.68	1.39	1.28
2012	2.52	1.33	1.19
Person-Stays	Total	Leisure	Business
2014	1.29	0.67	0.62
2013	1.21	0.56	0.65
2012	1.01	0.53	0.48

### Laredo, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2014	0.6%	0.8%	0.2%
2013	0.5%	0.2%	1.3%
2012	0.4%	0.1%	1.3%

Laredo MSA Small Sample – Use with caution

## Laredo, TX MSA

MSA			MSA		
Top Origin DMAs (Person-Days)			Top Origin DMAs (Person-Days)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)			Total Non-Texans (Interstate)		
	San Antonio	29.5%		St. Louis, MO	12.4%
	Houston	20.5%		Harrisburg-Lancaster-Lebanon-York, PA	1.1%
	Harlingen-Weslaco-Brownsville-McAllen	11.8%		Seattle-Tacoma, WA	1.0%
	Dallas-Fort Worth	11.6%		Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	0.7%
	Corpus Christi	5.8%		Atlanta, GA	0.7%
	Laredo	3.8%		Tampa-St. Petersburg (Sarasota), FL	0.2%
	Waco-Temple-Bryan	0.4%		New Orleans, LA	0.1%
	Austin	0.2%		Wilkes Barre-Scranton, PA	0.1%

Laredo MSA Small Sample – Use with caution

## Laredo, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>61.6%</b>	<b>Total Business</b>	<b>38.4%</b>
<b>Vacation</b>	<b>5.6%</b>	<b>Meetings</b>	<b>3.9%</b>
Getaway Weekend-Overnight	3.5%	Convention	3.8%
General Vacation-Overnight	2.1%	Seminar/Training	0.0%
Day Trip Vacation/Getaway	0.0%	Other Group Meetings	0.1%
<b>Non-Vacation</b>	<b>56%</b>	<b>Transient</b>	<b>34.5%</b>
See Friend/Relative	31.8%	Client Service	14.4%
Special Event	21.1%	Inspect Audit	5.0%
Medical/Health Care	0.1%	Construction/Repair	2.2%
Convention/Show/Conference	0.1%	Sales/Purchasing	0.7%
Seminar, Class, Training (Personal)	0.0%	Government/Military	0.0%
Other Personal	2.9%	Other Business	12.1%

Laredo MSA Small Sample – Use with caution

## Laredo, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	8.6%	Nature (Net)	0.7%
Show: Boat, Car, Home	5.4%	Parks (national/state, etc)	0.3%
Zoo/Aquarium	5.4%	Camping	0.2%
Gambling (slots, cards, horses, etc.)	2.9%	Wildlife Viewing (birds, whales etc.)	0.2%
Culture (Net)	10.2%	Outdoor Sports (Net)	5.9%
Touring/Sightseeing	5.7%	Biking	5.4%
Movies	4.5%	Hunting	0.4%
Historic Sites	0.4%	Tennis	0.1%
Family/Life Events (Net)	43.2%	General (Net)	49.6%
Funeral/Memorial	20.3%	Shopping	30.2%
Visit Friends/Relatives (general visit)	17.7%	Business	21.2%
Holiday Celebration (Thanksgiving, July 4th etc.)	7.6%	Medical/Health/Doctor Visit	0.8%
Libation/Culinary (Net)	14.8%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	14.8%	Avg. Party Size (Adults and Children)	1.62 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	17.9%
		One Female Only	34.5%
		One Male and One Female	27.0%
		Two Male and Two Females	11.1%
		Three or More Adults	4.2%
		Adults with Children	5.3%

Laredo MSA Small Sample – Use with caution

# Laredo, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
<b>Average Length (Incl. Days)</b>	<b>1.28</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>38.2%</b>
<b>Average Length (Overnight Only)</b>	<b>1.96</b>	<b>nights</b>	Hotel/Motel	34.7%
Day –Trips	72.8%		High-End	3.8%
1-3 Nights	24.9%		Mid-Level	22.6%
4-7 Nights	2.1%		Economy	8.3%
8+ Nights	0.1%		Other Hotel/Motel	0.0%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	3.5%
<b>Air</b>	<b>3.7%</b>		<b>Non-Paid Accommodations</b>	<b>61.8%</b>
<b>Auto Travel (Net)</b>	<b>96.3%</b>		<b>Other Overnight</b>	<b>0.0%</b>
<b>Other Transportation (Net)</b>	<b>0.0%</b>			
Bus	0.0%			
Train	0.0%			
Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>				
<b>Average Distance Traveled</b>	<b>321</b>	<b>miles</b>		
250 Miles or Less	51.5%			
251-500 Miles	32.1%			
500-1000 Miles	13.3%			
1001 Miles or More	3.1%			

Laredo MSA Small Sample – Use with caution

## Laredo, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>45.2%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$128.20</b>
Transportation - Excluding Airfare	42.1%	<b>Transportation - Total</b>	<b>\$57.90</b>
Transportation - Airfare	3.1%	Transportation - Excluding Airfare	\$53.90
Transportation - Rental Car	11.5%	Transportation - Airfare	\$58.20
Transportation - Other	30.6%	Transportation - Rental Car	\$107.00
<b>Food</b>	<b>21.3%</b>	Transportation - Other	\$39.20
<b>Lodging - Total</b>	<b>7.2%</b>	<b>Food</b>	<b>\$27.30</b>
Lodging - Room	7.1%	<b>Lodging - Total</b>	<b>\$32.50</b>
Lodging - Services	0.1%	Lodging - Room	\$41.40
<b>Shopping</b>	<b>20.1%</b>	Lodging - Services	\$0.60
<b>Entertainment</b>	<b>1.6%</b>	<b>Shopping</b>	<b>\$25.80</b>
<b>Miscellaneous</b>	<b>4.4%</b>	<b>Entertainment</b>	<b>\$2.10</b>
		<b>Miscellaneous</b>	<b>\$5.70</b>

Laredo MSA Small Sample – Use with caution

## Laredo, TX MSA

MSA				MSA	
Demographic Profile (Person-Days)					
Average Age		48.2	Employment		
	18-34 Years	33.0%		Employed	81%
	35-49 Years	12.8%		Retired	14.7%
	50-64 Years	27.0%		Not Employed	4.3%
	65+ Years	27.2%			
Marital Status					
Average HH Income (in \$1,000)		\$67,967		Married	57.7%
	Under \$25,000	17.8%		Never Married	24.0%
	\$25,000-\$49,999	30.2%		Divorced/Widowed	18.2%
	\$50,000-\$74,999	3.5%			
	\$75,000-\$99,999	26.7%	Children in Household		
	\$100,000-\$149,999	20.0%		Yes	31.2%
	\$150,000+	1.8%		No	68.8%

Laredo MSA Small Sample – Use with caution

## **McAllen-Edinburg-Pharr, TX MSA**



# McAllen-Edinburg-Pharr, TX MSA Executive Summary

## Highlights of Visitors to the McAllen-Edinburg-Pharr MSA

- Texans generated 65.6% of Person-Days to the Corpus Christi, TX MSA; Non-Texans 34.4%
- Top 3 Texan origin DMAs (Harlingen-Weslaco-Brownsville-McAllen, Dallas-Fort Worth, San Antonio; Non-Texan DMAs (Greenville-New Bern, NC, Los Angeles, CA, Davenport-Rock Island-Moline, IL)
- Leisure travel represented 85.4% of Person-Days to the McAllen-Edinburg-Pharr, TX MSA; Vacation 16.5% and Non-Vacation 69%
- Business travel represented 14.6% of Person-Days to the McAllen-Edinburg-Pharr, TX MSA; Meetings 2.7% and Transient 11.9%
- Activity categories participated: Attractions 24%, Culture 32.2%, Family/Life Events 42%, Libation/Culinary 21.1%, Nature 17.6%, Outdoor Sports 12.3%, General 47.5%
- Average Party Size (Adults and Children) 2.17 persons
- Average Length of Stay was 2.07 days (overnight and days); 2.43 nights (overnight only).
- 86.2% traveled by Auto; 13.6% by Air
- Average distance traveled 558 miles
- Accommodation Type: Paid 52.2%; Non-Paid 45.7%; Other Overnight 2.2%
- Average Per Person Per Day Spending \$148.20
- Average Age 44.2 years
- Average Household Income \$66,274
- Employment: Employed 52.6%, Retired 13.3%, Not Employed 34%
- Marital Status: Married 57.2%, Never Married 20.9%, Divorced/Widowed 21.9%
- Children in Household: Yes 51.1%, No 44.9%

# McAllen-Edinburg-Pharr, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the McAllen-Edinburg-Pharr MSA was estimated at 2.98 million in 2014, and the volume of Person-Days was estimated at 7.19million.

The McAllen-Edinburg-Pharr MSA's share of total Person-Days to Texas ranked 16 out of 26 Texas MSAs.

## McAllen-Edinburg-Pharr, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2014	7.19	6.12	1.08
2013	7.42	6.13	1.29
2012	6.47	5.15	1.32
Person-Stays	Total	Leisure	Business
2014	2.98	2.36	0.63
2013	2.92	2.29	0.63
2012	2.34	1.67	0.67

## McAllen-Edinburg-Pharr, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2014	1.0%	1.3%	0.3%
2013	1.5%	1.6%	1.0%
2012	2.1%	2.4%	1.2%

## McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	65.6%	Total Non-Texans (Interstate)	34.4%
Harlingen-Weslaco-Brownsville-McAllen	20.8%	Greenville-New Bern-Washington, NC	9.4%
Dallas-Fort Worth	12.7%	Los Angeles, CA	5.7%
San Antonio	9.7%	Davenport-Rock Island-Moline, IL	4.6%
Laredo	7.0%	Milwaukee, WI	2.5%
Austin	6.9%	Dayton, OH	2.3%
Houston	5.5%	Oklahoma City, OK	1.3%
Corpus Christi	2.4%	Richmond-Petersburg, VA	1.3%
Waco-Temple-Bryan	0.5%	Chicago, IL	1.2%

## McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>85.4%</b>	<b>Total Business</b>	<b>14.6%</b>
<b>Vacation</b>	<b>16.5%</b>	<b>Meetings</b>	<b>2.7%</b>
Getaway Weekend-Overnight	9.1%	Convention	0.3%
General Vacation-Overnight	7.1%	Seminar/Training	0.0%
Day Trip Vacation/Getaway	0.2%	Other Group Meetings	2.3%
<b>Non-Vacation</b>	<b>69%</b>	<b>Transient</b>	<b>11.9%</b>
See Friend/Relative	48.9%	Client Service	4.2%
Special Event	3.2%	Inspect Audit	2.7%
Medical/Health Care	0.2%	Construction/Repair	2.1%
Convention/Show/Conference	0.0%	Sales/Purchasing	1.5%
Seminar, Class, Training (Personal)	0.0%	Government/Military	0.4%
Other Personal	16.6%	Other Business	0.9%

# McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	24.0%	Nature (Net)	17.6%
Nightlife (bar, nightclub, etc.)	14.9%	Beach/Waterfront	15.8%
Zoo/Aquarium	6.7%	Parks (national/state, etc)	8.2%
Gambling (slots, cards, horses, etc.)	2.4%	Camping	1.0%
Culture (Net)	32.2%	Outdoor Sports (Net)	12.3%
Movies	14.6%	Fishing	6.0%
Touring/Sightseeing	10.0%	Biking	4.1%
Historic Sites	5.6%	Hiking	2.4%
Family/Life Events (Net)	42.0%	General (Net)	47.5%
Visit Friends/Relatives (general visit)	35.3%	Shopping	43.2%
Holiday Celebration (Thanksgiving, July 4th etc.)	3.0%	Business	3.8%
Personal Special Event (Anniversary, Birthday)	2.1%	Religious/Faith Based Conference	3.4%
Libation/Culinary (Net)	21.1%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	21.1%	Avg. Party Size (Adults and Children) 2.17 persons	
Winery/Distillery/Brewery Tours	0.0%	One Male Only	18.4%
		One Female Only	16.2%
		One Male and One Female	28.1%
		Two Male and Two Females	4.6%
		Three or More Adults	6.5%
		Adults with Children	26.3%

## McAllen-Edinburg-Pharr, TX MSA

MSA				MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)			
Average Length (Incl. Days)		2.07	days	Paid Accommodations		52.2%
Average Length (Overnight Only)		2.43	nights	Hotel/Motel		45.1%
	Day –Trips	45.8%			High-End	7.7%
	1-3 Nights	43.4%			Mid-Level	26.9%
	4-7 Nights	8.5%			Economy	10.5%
	8+ Nights	2.3%		Other Hotel/Motel		0.0%
Primary Mode of Transportation (Person-Days)				Non-Hotel/Motel		7.0%
	Air	13.6%		Non-Paid Accommodations		45.7%
	Auto Travel (Net)	86.2%		Other Overnight		2.2%
Other Transportation (Net)		0.1%				
	Bus	0.0%				
	Train	0.0%				
	Other	0.1%				
Distance Traveled One-Way from Home (Person-Days)						
Average Distance Traveled		558	miles			
	250 Miles or Less	39.9%				
	251-500 Miles	25.7%				
	500-1000 Miles	3.3%				
	1001 Miles or More	31.2%				

## McAllen-Edinburg-Pharr, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>35.4%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$148.20</b>
Transportation - Excluding Airfare	23.7%	<b>Transportation - Total</b>	<b>\$52.40</b>
Transportation - Airfare	11.7%	Transportation - Excluding Airfare	\$35.10
Transportation - Rental Car	4.7%	Transportation - Airfare	\$104.80
Transportation - Other	19.0%	Transportation - Rental Car	\$48.70
<b>Food</b>	<b>27.2%</b>	Transportation - Other	\$28.10
<b>Lodging - Total</b>	<b>10.2%</b>	<b>Food</b>	<b>\$40.30</b>
Lodging - Room	8.8%	<b>Lodging - Total</b>	<b>\$36.30</b>
Lodging - Services	1.3%	Lodging - Room	\$32.50
<b>Shopping</b>	<b>20.0%</b>	Lodging - Services	\$7.80
<b>Entertainment</b>	<b>5.7%</b>	<b>Shopping</b>	<b>\$29.60</b>
<b>Miscellaneous</b>	<b>1.5%</b>	<b>Entertainment</b>	<b>\$8.40</b>
		<b>Miscellaneous</b>	<b>\$2.30</b>

# McAllen-Edinburg-Pharr, TX MSA

MSA			MSA	
Demographic Profile (Person-Days)				
Average Age	44.2		Employment	
	18-34 Years	32.2%	Employed	52.6%
	35-49 Years	26.1%	Retired	13.3%
	50-64 Years	33.2%	Not Employed	34.0%
	65+ Years	8.5%		
Marital Status				
Average HH Income (in \$1,000)	\$66,274		Married	57.2%
	Under \$25,000	7.3%	Never Married	20.9%
	\$25,000-\$49,999	35.8%	Divorced/Widowed	21.9%
	\$50,000-\$74,999	23.6%		
	\$75,000-\$99,999	19.6%	Children in Household	
	\$100,000-\$149,999	8.1%	Yes	55.1%
	\$150,000+	5.7%	No	44.9%



## **San Antonio, TX MSA**

# San Antonio, TX MSA Executive Summary

## Highlights of Visitors to the San Antonio MSA

- Texans generated 67.1% of Person-Days to the San Antonio, TX MSA; Non-Texans 32.9%
- Top 3 Texan origin DMAs (Houston, Dallas-Fort Worth, Harlingen-Weslaco-Brownsville-McAllen); Non-Texan DMAs (Monroe, LA-El Dorado, AR, Oklahoma City, St. Louis, MO)
- Leisure travel represented 80.9% of Person-Days to the San Antonio, TX MSA; Vacation 37.1% and Non-Vacation 43.8%
- Business travel represented 19.1% of Person-Days to the San Antonio, TX MSA; Meetings 7.2% and Transient 11.9%
- Activity categories participated: Attractions 23.5%, Culture 33.1%, Family/Life Events 38.5%, Libation/Culinary 24.3%, Nature 13.1%, Outdoor Sports 8.2%, General 41.6%
- Average Party Size (Adults and Children) 2.00 persons
- Average Length of Stay was 2.31 days (overnight and days); 2.70 nights (overnight only).
- 84.5% traveled by Auto; 14.3% by Air
- Average distance traveled 418 miles
- Accommodation Type: Paid 62.7%; Non-Paid 34.1%; Other Overnight 3.20%
- Average Per Person Per Day Spending \$138.40
- Average Age 45.1 years
- Average Household Income \$87,615
- Employment: Employed 67.9%, Retired 17%, Not Employed 15.1%
- Marital Status: Married 70.8%, Never Married 18.7%, Divorced/Widowed 10.5%
- Children in Household: Yes 43.1%, No 56.9%

# San Antonio, TX MSA Executive Summary

## Volume/Share

The number of Person-Stays to the San Antonio MSA was estimated at 31.74 million in 2014, and the volume of Person-Days was estimated at 72.43 million.

The San Antonio MSA's share of total Person-Days to Texas ranked 3 out of 26 Texas MSAs.

### San Antonio, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2014	72.43	58.40	14.04
2013	69.58	56.10	13.48
2012	66.91	53.60	13.31
Person-Stays	Total	Leisure	Business
2014	31.74	25.39	6.34
2013	30.60	24.57	6.03
2012	29.82	24.02	5.80

### San Antonio, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2014	13.8%	15.1%	10.0%
2013	13.9%	15.8%	9.4%
2012	12.9%	14.8%	9.9%

## San Antonio, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	67.1%	Total Non-Texans (Interstate)	32.9%
Houston	18.0%	Monroe, LA-El Dorado, AR	2.8%
Dallas-Fort Worth	12.8%	Oklahoma City, OK	1.9%
Harlingen-Weslaco-Brownsville-McAllen	8.0%	St. Louis, MO	1.5%
San Antonio	7.5%	New York, NY	1.4%
Austin	6.5%	Columbus-Tupelo-West Point, MS	1.2%
Corpus Christi	3.1%	Phoenix, AZ	1.1%
Waco-Temple-Bryan	2.5%	Albuquerque-Santa Fe, NM	1.1%
Laredo	2.1%	New Orleans, LA	1.0%

## San Antonio, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
<b>Total Leisure</b>	<b>80.9%</b>	<b>Total Business</b>	<b>19.1%</b>
<b>Vacation</b>	<b>37.1%</b>	<b>Meetings</b>	<b>7.2%</b>
Getaway Weekend-Overnight	18.0%	Convention	3.2%
General Vacation-Overnight	16.9%	Seminar/Training	2.3%
Day Trip Vacation/Getaway	2.3%	Other Group Meetings	1.7%
<b>Non-Vacation</b>	<b>43.8%</b>	<b>Transient</b>	<b>11.9%</b>
See Friend/Relative	26.8%	Client Service	2.4%
Special Event	8.2%	Inspect Audit	2.1%
Medical/Health Care	2.1%	Construction/Repair	1.0%
Convention/Show/Conference	1.4%	Sales/Purchasing	0.8%
Seminar, Class, Training (Personal)	0.5%	Government/Military	0.2%
Other Personal	4.9%	Other Business	5.3%

## San Antonio, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	23.5%	Nature (Net)	13.1%
Nightlife (bar, nightclub, etc.)	8.8%	Parks (national/state, etc)	7.6%
Theme/Amusement/Water Parks	7.0%	Beach/Waterfront	4.3%
Zoo/Aquarium	6.6%	Wildlife Viewing (birds, whales, etc.)	1.9%
Culture (Net)	33.1%	Outdoor Sports (Net)	8.2%
Historic Sites	16.6%	Golfing	2.1%
Touring/Sightseeing	12.9%	Water Sports	2.1%
Movies	7.8%	Hiking	1.8%
Family/Life Events (Net)	38.5%	General (Net)	41.6%
Visit Friends/Relatives (general visit)	25.8%	Shopping	25.7%
Personal Special Event (Anniversary, Birthday)	8.1%	Business	11.1%
Holiday Celebration (Thanksgiving, July 4th etc.)	3.3%	Medical/Health/Doctor Visit	4.7%
Libation/Culinary (Net)	24.3%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	22.9%	Avg. Party Size (Adults and Children)	2.00 persons
Winery/Distillery/Brewery Tours	2.4%	One Male Only	25.3%
		One Female Only	20.4%
		One Male and One Female	25.9%
		Two Male and Two Females	6.5%
		Three or More Adults	5.6%
		Adults with Children	16.3%

## San Antonio, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
<b>Average Length (Incl. Days)</b>	<b>2.31</b>	<b>days</b>	<b>Paid Accommodations</b>	<b>62.7%</b>
<b>Average Length (Overnight Only)</b>	<b>2.70</b>	<b>nights</b>	Hotel/Motel	54.5%
Day –Trips	42.1%		High-End	20.6%
1-3 Nights	46.7%		Mid-Level	23.3%
4-7 Nights	8.0%		Economy	7.7%
8+ Nights	3.1%		Other Hotel/Motel	2.8%
<b>Primary Mode of Transportation (Person-Days)</b>			Non-Hotel/Motel	8.2%
<b>Air</b>	<b>14.3%</b>		<b>Non-Paid Accommodations</b>	<b>34.1%</b>
<b>Auto Travel (Net)</b>	<b>84.5%</b>		<b>Other Overnight</b>	<b>3.20%</b>
<b>Other Transportation (Net)</b>	<b>1.2%</b>			
Bus	0.8%			
Train	0.3%			
Other	0.0%			
<b>Distance Traveled One-Way from Home (Person-Days)</b>				
<b>Average Distance Traveled</b>	<b>418</b>	<b>miles</b>		
250 Miles or Less	59.6%			
251-500 Miles	14.0%			
500-1000 Miles	12.4%			
1001 Miles or More	14.0%			

## San Antonio, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
<b>Transportation - Total</b>	<b>31.5%</b>	<b>Avg. Per Person Per Day Spending</b>	<b>\$138.40</b>
Transportation - Excluding Airfare	31.5%	<b>Transportation - Total</b>	<b>\$43.60</b>
Transportation - Airfare	22.6%	Transportation - Excluding Airfare	\$31.20
Transportation - Rental Car	8.9%	Transportation - Airfare	\$75.70
Transportation - Other	4.0%	Transportation - Rental Car	\$44.60
<b>Food</b>	<b>18.6%</b>	Transportation - Other	\$25.70
<b>Lodging - Total</b>	<b>22.9%</b>	<b>Food</b>	<b>\$31.70</b>
Lodging - Room	16.8%	<b>Lodging - Total</b>	<b>\$42.50</b>
Lodging - Services	15.4%	Lodging - Room	\$42.50
<b>Shopping</b>	<b>1.4%</b>	Lodging - Services	\$5.70
<b>Entertainment</b>	<b>15.3%</b>	<b>Shopping</b>	<b>\$21.20</b>
<b>Miscellaneous</b>	<b>10.6%</b>	<b>Entertainment</b>	<b>\$14.70</b>
	2.9%	<b>Miscellaneous</b>	<b>\$4.00</b>



## San Antonio, TX MSA

MSA			MSA	
Demographic Profile (Person-Days)				
Average Age		45.1	Employment	
	18-34 Years	33.7%	Employed	67.9%
	35-49 Years	26.7%	Retired	17.0%
	50-64 Years	22.3%	Not Employed	15.1%
	65+ Years	17.3%		
Marital Status				
Average HH Income (in \$1,000)		\$87,615	Married	70.8%
	Under \$25,000	11.2%	Never Married	18.7%
	\$25,000-\$49,999	20.4%	Divorced/Widowed	10.5%
	\$50,000-\$74,999	21.0%		
	\$75,000-\$99,999	17.2%	Children in Household	
	\$100,000-\$149,999	16.8%	Yes	43.1%
	\$150,000+	13.3%	No	56.9%

## Appendix

## Basic Units of Measure

The majority of data in the report is presented in travel person "days," also referred to as "Person-Days." The use of "days" accounts for the difference in party size and travel duration between travel parties. For example, each person does not spend the same amount of time at a travel destination. One person may stay for one day while another stays for eight days, each generating different revenue and economic impacts; therefore, "Person-Days" based data captures a fuller impact of a person's travel and represents a more comprehensive understanding of the competitive destinations market. "Person-Days" includes Day-Trips of over 50 miles one-way as well as overnight trips. Overnight trips are converted to "days" by adding to the number of nights a "day" factor.

"Person-Stays" represents the measure of the travel industry for which one person accounts for one trip regardless of trip length. "Person-Stays" is used to estimate travel volume. While "Person-Stays" does not capture the full impact of a person's travel, volume in "Person-Stays" is widely used in the industry. The estimated volume therefore allows comparison with other industry sources. "Person-Stays" includes Day-Trips of over 50 miles one-way and overnight trips.

"Trip-Days" represents the number of travel days spent in the market, regardless of the number of people in the travel party, and allows trips of longer length by any particular trip party type to have a greater weight than shorter trips. This measure is used to report trip party composition.

## **Volume/Share of Travel:**

The volume of travel is estimated as the number of Person-Stays as well as the number of Person-Days at a specific destination. The share of travel is the percentage of total Person-Days to Texas accounted for by a specific destination. This information is helpful in assessing the relative volume of travel to specific destinations.

## **Designated Market Area (DMA):**

A DMA is geographic area defined by Nielson Media Research, Inc. for what is commonly known as a television broadcast market. Every U.S. county is one and only one DMA. The data present a list of top Texas origin DMAs as well as Non-Texas origin DMAs. Some Texas DMAs are larger than 50 miles and include out-of-state counties. This information is very useful when evaluating advertising markets.

## **Purpose of Stay:**

The primary reasons for visiting a destination are outlined. Business Person-Days are divided into Group Meetings (e.g., conventions/seminars) and Transient Business (e.g. sales/consulting). Leisure Person Days are segmented into Leisure Vacation (e.g., general vacation/getaway weekend) and Leisure Non-Vacation (e.g., visiting friends and relatives/special event). They are also segmented by activities that are grouped in various categories, such as: Attractions, Outdoor Sports, Nature, Culture, and Touring. Information on purpose of stay and activities is useful in understanding travel motivations and has direct implications for advertising messages.

## **Travel Party Composition/Length of Stay:**

Trip Party Composition is defined as the makeup of people in the immediate travel party. Trip Party Compositions include the following segments: adults traveling with children (families), couples (one male/one female), one male alone, one female alone, or other adult combinations. The Length of Stay is distributed into Day-Trips, short trips (1-3 nights), medium trips (4-7 nights), and long trips (8+ nights). Information obtained from Trip Party Composition and Length of Stay helps profile the traveler. Both measures are strongly related to the purpose of stay. For instance, the Transient Business person (e.g., salesperson) generally travels alone and has a shorter trip length.

# User's Guide

## **Expenditures:**

Data on expenditures represent direct spending per person per day for six expenditure categories: transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures. Expenditure information is critical in assessing the direct economic impact of visitors.

## **Mode of Transportation/Distance Traveled:**

The primary modes of transportation include air, car, bus, train, van/small truck, and camper/RV. The distance traveled (one-way) from home is categorized into short distances (less than 250 miles), medium distances (251 to 500 miles; 501 to 1,000 miles), and long distances (1,001 miles or more). This information is useful in deciding on advertising vehicles and communication reach.

## **Type of Accommodations:**

The proportion of Day-Trips versus one or more nights travel is shown. Lodging types are distributed into paid accommodations (i.e., hotel/motel and non-hotel/motel) and non-paid accommodations. The strength of the hotel/motel market is compared to other paid and non-paid accommodations.

## **Demographic Profile:**

Visitors' age, income, and employment status are key to determining the socioeconomic profile of visitors.

## Statistical References

### Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2014	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Total Texas	9,434	0.2%	0.3%	0.4%	0.6%	0.8%
South Texas Plains Region	1,888	0.4%	0.7%	1.0%	1.4%	1.9%
Laredo, TX MSA	55	2.2%	4.1%	5.8%	8.4%	11.1%
McAllen-Edinburg-Pharr, TX MSA	119	1.5%	2.8%	4.0%	5.7%	7.5%
San Antonio, TX MSA	1,684	0.4%	0.7%	1.1%	1.5%	2.0%

# Research Methodology

DKSA's **TRAVEL PERFORMANCE/Monitor<sup>SM</sup>** is a comprehensive study measuring the travel behavior of US residents. DKSA contacts 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

## About DKSA

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA and has, for the last 27 years, provided the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, credit cards, auto clubs, hotel chains and more.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.